

Rainmaking

Presenter: Scott Love – Owner, Scott Love Associates

Scott Love is a leading expert and authority in the executive search industry. He writes a monthly column in the Fordyce Letter, has been quoted in the Wall Street Journal and Selling Power Magazine, and is the author of 'The Recruiter's Adventure Book! How to Find Buried Treasure in the World of Recruiting'. Scott has spoken to nearly every major industry group and is a graduate of the United States Naval Academy in Annapolis, Maryland.

About This Segment

Bankers do it. Lawyers do it. Even accountants do it. But recruiters don't. The concept of rainmaking is the most effective form of business development, but it has never been taught to our industry, until now. In this content-rich session from industry expert and trainer Scott Love, recruiters in your office will learn how to become the first recruiter considered for assignments and easily build solid relationships with high-level prospects.

Week 1 Meeting: “Rainmaking” by Scott Love (first half)

If you are reviewing this episode with a team, break this episode into two different segments. There is a suggested homework exercise to do between the first half (week one) and the second half (week two) of the video.

Facilitator: (Begin the video, and pause at 11:05) Scott spends the first few minutes of this video talking about differentiation amongst other recruiters. What's unique about you? How is the uniqueness that you have going to benefit your prospective client or candidate? Go around the group and declare not only your differentiating factor, but *what that means to a prospect*. Can what you say be said by others outside of your firm? *“I specialize only in the XYZ industry”* – so does everyone else. *“I only work with ABC type clients”* – so do others. *“I have a strong track record of success”* – other recruiters do too. Keep at it until you've dug into what truly separates you – on both the client development side, and the recruitment side.

Keep in mind Scott's three questions: What's the benefit of our service? So what? So what's the personal and emotional benefit of our service?

Our second exercise revolves around defining your niche. Most of you can already succinctly explain your niche – but if you can't, keep in mind Scott's guidelines. Define your niche by industry, function, and geography. Take it one step further and apply this to your client base – how would you describe them in size, type, and structure?

(continue the video and watch through the end of the first half of the episode) Scott has given some incredible insights to an approach to rainmaking that will all but eliminate your need to cold call ever again. This approach requires some forethought, creativity, and time – something that few recruiters are patient enough to invest. That few recruiters take the time to use this approach is precisely why it will work to set you apart! Let's break his plan down one step at a time.

First step: Make a list of twelve business topics on which you are an expert. This is a good activity to do as a group if you get stumped quickly. Think about all the conversations you have on a daily basis – what do you talk about? What do candidates share with you both professionally and personally? What do hiring authorities talk with you about, both personally and professionally?

Second step: Register on www.helpareporter.com. Create your script to use when you reach out to the executive director, communications manager, or editor of trade publications. You can use what Scott has suggested, and fine tune from there:

“Hi, I’m an executive recruiter, and I specialize in (niche). I am writing an article on (subject) that is specifically relevant to the (type of) industry. Do you think that’s an article your members would be interested in?”

“Who are some (titles) that you know of who are active in your chapter that I could interview, and I’d be happy to quote and mention their name for the article?”

Remember to get pertinent information like due date, how many words, publication date, and who specifically is the audience for this article/publication.

Third step: Create your list of around 20 open-ended questions that are relevant to your article’s subject matter.

Fourth step: Create your script to use when you reach out to individuals to interview. You can again start with what Scott suggested, and tweak from there:

“I’m actually writing an article for a major trade publication, and I’d like to interview you. I’d be happy to publish your name and company if I use what you have to say.”

Once you write the article, email it to your interviewees and make sure that you quoted them properly. Create a script for your follow-up call once you’ve sent the article:

“It was great talking with you, and I hope you see at least a little added publicity for you or your firm with the release of this article. I want you to know that if there’s anything I can ever do for you or your company, I’d be glad to help you with that. I’d like to keep in touch with you, and I’m talking with some very talented people in the market right now. If there was someone that I talked with that I should pick up the phone and call and tell you about, what kind of person would that be?”

Homework Exercise: Make a list of five trade publications, national trade associations, or regional trade associations that you want to reach out to. Make a list of your national trade associations and regional trade associations. By next week’s meeting, reach out to those five and be prepared to share your results, learning experiences, and takeaways with the group.

Week 2 Meeting: “Rainmaking” by Scott Love

Revisit the homework assignment from last week. When finished, resume the video at the beginning of the second half, and run until end of episode. Create an action plan for one or both of the suggestions that Scott makes – writing an article or speaking engagements.

Scott’s tips for writing an article:

- Start with a story – something that grabs attention immediately.
- Don’t make the article an advertisement for you, your firm, or your services.
- Create bullet points that can be easily read.
- Close with a tie-in to the story/situation you started with.
- Put a byline at the end of your article. See the below examples, or go to www.scottlove.com and click on “Leadership Articles” for other examples.
 - Scott Love improves the performance of recruiters and the margins of search firms. To book him for your next in-house or association meeting, call him today at 828-225-7700.
 - Scott Love accelerates the growth of construction companies by recruiting and placing top performing managers and executives. He can be reached at 828-225-7700 or at www.constructionleadership.com.
- Hold the copyright for your article.
- Everything You Need to Know about Writing, from F. Scott Fitzgerald:
 - Write to the ear – write in a way that is conversational.
 - Use nouns and action verbs, and be as descriptive as possible with **just** your nouns and action verbs.
 - Use adverbs and adjectives sparingly. Better yet, eliminate them if possible.
 - Keep your content more about facts than opinion.
 - Keep it real and substantial, with concrete action steps that people can use immediately after reading your article.
- Write your press release, utilizing www.prweb.com if needed.

Facilitator: Aside from writing an article, Scott has given another approach to rainmaking that some could potentially cross off their list altogether – public speaking. A (although unverified) study in 1972 showed that fear of public speaking ranks right up there with fear of death. That being said, if public speaking is a daunting concept for you, the more you practice the easier it will be. Cold calling wasn’t comfortable in the beginning either – but becomes second nature after a while. Whether you are speaking at association meetings, networking meetings, or even graduating college classes, the more you put yourself out there the more exposure you will gain. Scott’s steps below can help you get started:

First step: Choose your topic. No different than when we were listing our areas of expertise for our articles, there are a lot of areas that you are an expert in that you may not realize. What does everyone care about? How to make yourself more valuable to your organization...how to bridge the gap between achievement and potential...how to secure a job when graduating...all of these could be potential areas of expertise.



Second step: Create the outline of your presentation. Think about the problem, conflict, or area in which your expertise can bring resolution. What are the ten key takeaways that you want your audience to be able to implement immediately when they leave? Make sure your talk is more tactical than conceptual. Include stories to rope your audience back in at various points in your talk.

Third step: Practice your presentation. Use your office, the rotary club, or other venues who will give you not only feedback on your presentation, but allow you to have the practice of speaking to a group. Fine tune and deliver!

